

# GRADUATE CERTIFICATE IN BUSINESS FUNDAMENTALS

**Web Site:** <https://twu.edu/business/post-baccalaureate-certificates/post-baccalaureate-certificate-in-business-fundamentals/>

This program is designed for those new to business or lacking an academic background in business. The certificate provides students with basic business knowledge and skills. This certificate is ideal for candidates with no business background, but who would like to acquire some business knowledge. The program offers foundation courses in management, marketing, accounting, and finance.

Candidates will obtain a certification from the Graduate School. The hours completed as part of gaining this certificate can be applied to obtaining the Master of Business Administration degree.

## Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/thecb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

1. Apply business theory and tools to solve business problems.
2. Compile and analyze information for decision making in business processes.
3. Manage and determine the best practices for managing customer and employee relations.

## Admissions

All students must meet the University requirements as outlined in the Admission to the TWU Graduate School (<https://catalog.twu.edu/graduate/graduate-school/admission-graduate-school/>) section of the catalog.

The academic program may have additional admission criteria that must also be completed as outlined on the program's website.

## Degree Requirements

### Total Semester Credit Hours Required

12 Semester Credit Hours (SCH).

Code	Title	SCHs
ACCT 5093	Financial Accounting	3
BUS 5013	Foundations in Business	3
FIN 5753	Foundations of Financial Management	3
MKT 5133	Marketing Management	3
<b>Total SCHs</b>		<b>12</b>